

Bath and Shower in Taiwan

April 2024

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Bath and Shower in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price dominates the purchasing decision during a time of rising inflation
Liquid soap for body wash becomes popular, valued for its natural composition
Cross-border e-commerce is important, especially during specific shopping festivals

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Fragrance and indulgence drive retail volume sales in body wash and shower gel
Consumers seek body wash that is moisturising and cleansing
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